

HIGH EXPLOSIVE...
109

DON'T TOUCH!



**DANGER
SIGNAL**

WARNER PRESSBOOK!

HE DOESN'T
KNOW
WHEN
TO STOP!

WARNER BROS.
PICTURES, INC. PRESENTS

FAYE EMERSON • ZACHARY SCOTT

"DANGER SIGNAL"

DICK ROSEMARY BRUCE MONA JOHN
ERDMAN • DE CAMP • BENNETT • FREEMAN • RIDGELY

DIRECTED BY
ROBERT FLOREY

Screen Play by ADELE COMMANDINI and GRAHAM BAKER • From a Novel by PHYLLIS BOTTOME • Music by ADOLPH DEUTSCH

Cast

Hilda Fenchurch...FAYE EMERSON
Ronnie Marsh...ZACHARY SCOTT
Bunkie Taylor.....Dick Erdman
Dr. Silla..... Rosemary DeCamp
Dr. Andrew Lang.....Bruce Bennett
Anne Fenchurch.....Mona Freeman
Thomas Turner.....John Ridgely
Mrs. Fenchurch.....Mary Servoss
Katie Joyce Compton
Mrs. Crockett..... Virginia Sale
Investigator.....Addison Richards

Production

Produced by William Jacobs. Directed by Robert Florey. Screen Play by Adele Commandini and Graham Baker; From a Novel by Phyllis Bottome. Photographed by James Wong Howe, A. S. C. Art Director, Stanley Fleischer. Film Editor, Frank Magee. Montages by James Leicester. Sound by Everett Brown. Dialogue Director, Jack Daniels. Special Effects by Harry Barndollar; Director, Edwin Dupar, A. S. C. Set Decorations by Jack McConaghy. Wardrobe by Milo Anderson. Makeup Artist, Perc Westmore. Music by Adolph Deutsch; Orchestral Arrangements by Murray Cutter; Musical Director, Leo Forbstein. Assistant Director, Elmer Decker.

Terrified



Still 645-528

Mat 103-15c

Zachary Scott and Faye Emerson face an unseen danger in Warner Bros.' gripping new melodrama, "Danger Signal," which arrives Friday at the Strand. Also featured in the film are Dick Erdman, Rosemary DeCamp and Bruce Bennett.

Lipstick Smear Is Prop Problem

In one scene of Warner Bros.' "Danger Signal," now playing at the Strand, star Faye Emerson asks her young sister, Mona Freeman, to explain her smeared lipstick.

During the film's production, make-up experts tried and tried for an authentic kiss-smear effect. Zachary Scott, who co-stars with Faye Emerson in the film, and who is responsible, according to the plot, for the blur on Mona's enticing lips, finally suggested the real thing. He followed the suggestion with action.

In the film, as a result, Mona's lips are perfectly smeared.

Synopsis

(Not For Publication)

Hilda Fenchurch (Faye Emerson), an attractive public stenographer, takes a hack writer, Ronnie Marsh (Zachary Scott) into her home as a lodger. Until her meeting with the suave and sophisticated Ronnie, Hilda's life had centered on her mother (Mary Servoss) and her younger sister, Anne (Mona Freeman). Now, like a schoolgirl on a holiday, she falls in love with Ronnie, and he, always the opportunist, reciprocates. Carefully he shields from her family the fact that he is implicated in the death of another man's wife.

It is not long before Anne, a beautiful, gay-spirited youngster, becomes infatuated with Ronnie—and quickly closes her eyes to the knowledge that Hilda also is in love with him. Learning that Anne, not Hilda, is destined to inherit \$25,000, Ronnie's platonic interest in Anne gives way to an insincere expression of love. Hilda discovers their sub rosa romance and also proof of Ronnie's dishonesty. Turning against him, she orders him from the house. She is aghast, however, when she learns that Ronnie and Anne plan to marry.

Her life, her dreams of love shattered, Hilda determines Ronnie shall not destroy Anne's life. Through some work done for a doctor of research (Bruce Bennett), she gets the idea of fatally poisoning Ronnie. She lures the writer to the beach home of a friend (Rosemary DeCamp), where she plans to spring her lethal trap.

After he has eaten, Ronnie is told he has been poisoned, though, actually, he has not been.

Terror-stricken, afraid to die, he wanders out on the beach. He is pursued by a shadowy figure—whom he recognizes as the husband of the woman he killed. In a frantic effort to escape, he tumbles over a bluff to his death in the Pacific.

Running Time: 78 Mins.

Warners' 'Danger Signal' Gripping Drama Absorbing Screen Drama Due At Strand Theatre Friday

(Prepared Review)

All the craftsmanlike elements which, fused together, produce a superior, absorbing screen drama, are present in Warner Bros.' "Danger Signal," which opened last night at the Strand with a superb company of players headed by Faye Emerson and Zachary Scott. Phyllis Bottome's best-selling novel has, with typical Warner Bros. skill and thoroughness, been transformed into an extraordinarily adept, deeply moving film. The famous Warner way, bespeaking authenticity of approach and flawless handling of detail, is neatly demonstrated in the film, which was directed by Robert Florey under the production aegis of William Jacobs.



Still 645-528

Mat 204—30c

Suave Zachary Scott and lovely Faye Emerson are co-starred in Warners' gripping new melodrama, "Danger Signal," which opened last evening at the Strand Theatre. Featured in the supporting cast are Dick Erdman, Rosemary DeCamp, Bruce Bennett, Mona Freeman and John Ridgely.

Indisputably Faye Emerson is a star of the first magnitude. This reviewer's admiration for Miss Emerson as an actress of singular charm and persuasion, whose considerable talent has illuminated a score of cinema roles, becomes, on viewing Warner Bros.' absorbing "Danger Signal," something more than a consistent satisfaction with the work of a conscientious, easy-to-behold young screen player. With "Danger Signal," in which Miss Emerson shares top starring honors with the effective Zachary Scott, she joins the ranks of the screen "greats"—and more power to her. To the role of Hilda Fenchurch, public stenographer, Miss Emerson brings warmth and understanding, expertly shading the character of a good, perhaps typical young working woman, whose life is twisted by an insidious transmutation of human values: love turned to hate. Faye Emerson makes the part her own.

But the triumph is not alone Miss Emerson's. As the bland, insouciant Ronnie Marsh, consummate heel, Zachary Scott gives new indication of the artistry with which he is capable of investing a role; his skill at characterization, which first came to light when he recently made his screen debut as the suave and sinister killer of "The Mask of Dimitrios," far transcends the talents of the conventional leading man. Ronnie Marsh is no routine villain. No deep-dyed Legree, his color is rather mottled gray—and he is capable of genuine, if short-lived, good-guy exuberances. Thus, he is able to exercise an enormous attraction upon the otherwise sane, tempered and wise Hilda, whose white-collar existence has never known the likes of this smooth and hand-

some gentleman author. But Ronnie Marsh, unknown to Hilda, is fleeing a homicide, attempting, with Hilda's unwitting connivance, to eliminate the traces of a sordid and incriminating murder.

Since the power of "Danger Signal" on the screen is inherent in its delineation of personality and in the constantly shifting adjustments of human relationships, no review could do it justice, no outline of its plot convey the full flavor of the picture.

The story is taut and gripping in its unfolding. Demonstrated are the warmth and affection which Hilda, acted by Faye Emerson, cherishes upon her mother and upon Anne, her vivacious young sister; the disrupting effect which Ronnie Marsh exercises upon the even and happy tenor of Hilda's life; the opportunistic attempts of Marsh to snare the affection of Anne, upon learning that she is to come imminently into a fortune, and the resulting withdrawal of the attentions he had lavished on Hilda.

The film's just-right cast also includes Rosemary de Camp, who effectively essays here the role of a woman psychiatrist to whom the distraught Hilda turns for advice and guidance. Mona Freeman is always convincing as the beautiful, gay-spirited Anne, in whose eyes Ronnie can do no wrong. And in the role of Dr. Lang, Hilda's sometime employer, Bruce Bennett adroitly sketches an intelligent, able and sincere man of science.

Adapted by expert scripters Adele Commandini and Graham Baker, photographed by James Wong Howe, with a score by Adolph Deutsch, "Danger Signal" is a Warner Bros. ten-strike, a winning motion picture.

(Advance Theatre Story)

Casting a searching light upon the shadowy recesses of a woman's mind and heart, "Danger Signal," which comes to the Strand on Friday, is the dramatic story of a love which knew no limits—until it was betrayed. Phyllis Bottome's best-selling novel of the same name, from which the film was adapted, was distinguished for its deep and accurate understanding of human relationships and weaknesses, highlighting the greatest decision which a woman in love could ever be forced to make.

Features New Stars

Co-starring Faye Emerson and Zachary Scott, important new stars, "Danger Signal" recounts, with power and sympathy, the adventures of Hilda Fenchurch (Faye Emerson), a capable, intelligent young stenographer, whose white-collar routine was shattered one day when Ronnie Marsh (Zachary Scott) intruded upon her career, twisting and shattering not only her own life but casting also an indelible stamp upon her family, her friends—everyone and everything she held dear.

Ronnie Marsh is no ordinary villain. Suave, self-assured, outwardly gracious and even gentle, it is his great fortune to find refuge with the Fenchurch family, mother and daughters Hilda and Anne (Mona Freeman). For, as a lodger in Hilda's home, he can take on the protective coloration of these good and kindly people and find relief from the pressing demands of his own conscience. Ronnie, the master opportunist, finds in Hilda's love, comfort, which, like a blanket, will shelter him from the incriminating knowledge of his responsibility for the death of another man's wife. Small-town reared Hilda, for all her good sense, cannot help but be impressed by the much-traveled, seemingly guileless Ronnie, a writer who has come to her town for reasons which he cannot clearly define, but which, for Hilda, blinded by love, seem sufficient and clear.

Painful Awakening

The film's dramatic impetus derives from Hilda's passionate conviction of Ronnie's goodness, her slow, painful awakening when the disillusioning disclosure of his growing attentions to her young, gay-spirited sister, Anne, is made known to her. Bitterly she forces herself to realize that Ronnie's affection for Anne is as spurious and deliberate as the love which he had lavished, short days before, on her. The impetuous Anne refuses to believe that Ronnie's interest in her has been induced by the inheritance to which she will shortly fall heir. Even Mrs. Fenchurch, the girl's mother, is taken in by the bland, convincing rascal. Hilda must fight it alone. And so the stage is set for as dramatic and absorbing a story of frustration, revenge and sacrifice as ever the screen offered.

"Danger Signal," starring Faye Emerson and Zachary Scott, was directed by Robert Florey for producer William Jacobs. In support of Miss Emerson and Mr. Scott are Dick Erdman, Rosemary DeCamp, Bruce Bennett, Mona Freeman and John Ridgely. Scenarists Adele Commandini and Graham Baker wrote the screenplay, which is based on the Phyllis Bottome novel. Photographed by James Wong Howe, "Danger Signal" has an original score by Adolph Deutsch.

Cornered



Still 645-67

Mat 203—30c

Faye Emerson is surrounded by Rosemary DeCamp, Zachary Scott, and Bruce Bennett in a tense moment from Warner Bros.' suspenseful new drama, "Danger Signal," currently at the Strand Theatre.

New Warner Drama Now Playing At Strand Theatre

(Current Theatre Story)

Intensely dramatic, always believable, "Danger Signal," currently at the Strand, was courageously produced by Warner Bros. to demonstrate once more that in the hands of America's hardest-hitting studio, an exciting best-seller can become a great motion picture. Phyllis Bottome's remarkable and accurate exploration of the life of a young woman for whom love's disrupting influence brought misery and heartbreak, turning a sun-bright romance into a near-tragedy, has been movingly screened by Warner Bros. with a cast assembled with painstaking care to insure the greatest fidelity to the characters of the printed page.

As Hilda Fenchurch, young and attractive public stenographer, around whom the action of the drama is centered, Faye Emerson demonstrates a talent and conviction which more than justify her recent studio promotion to the coveted rank of "star." Sympathetically, adroitly, Miss Emerson defines the personality of Hilda, the principal concern of whose small-town existence is her mother and younger sister. Selflessly, understandingly, Hilda devotes herself to these two, cherishing upon them the affection of a kind and intelligent woman.

Co-Stars Scott

"Danger Signal" offers, in the co-starring role of Ronnie Marsh, the rocketing Zachary Scott, whose exciting screen debut in the recent and eventful "The Mask of Dimitrios" immediately established him as an actor of great and fine promise. As Ronnie, the suave, bland sophisticate, product of a literary background, who combines a polished charm with a flair for homicide, his influence upon Hilda is immediate and pronounced. The usually sensible Hilda falls violently and foolishly in love with the handsome writer, who has taken lodgings in her home. Unknown to Hilda, and certainly unknown to her mother and sister, Ronnie has been implicated in the death of another man's wife. For Ronnie, artful, suave, and not ungracious, Hilda and Hilda's family serve to provide the haven he desperately requires. Therefore he encourages Hilda's attentions.

No more penetrating demon-

stration of the romantic triangle, with its hate-engendering connotations, can be imagined than one which involves sisters competing for the affection of the same man. "Danger Signal" explores the implications of just such a situation, for the unscrupulous Ronnie turns from Hilda to Anne (Mona Freeman), her pretty vivacious young sister, when he learns that she (Anne) is shortly to come into an inheritance, a small fortune. Anne and Ronnie enlist the sympathy of Mrs. Fenchurch (Mary Servoss), the girls' mother, and since Hilda's love for Ronnie has turned to ashes in her mouth, she is determined to expose him for the rogue he is and, if necessary, to destroy him.

Unfolds Gripingly

"Danger Signal" unfolds gripingly, relentlessly. Directed by Robert Florey for producer William Jacobs, the film features young Dick Erdman, remembered for "Janie" and "Objective Burma," also Rosemary DeCamp, Bruce Bennett and John Ridgely. The screen play was authored by Adele Commandini and Graham Baker and was adapted from Phyllis Bottome's original novel of the same name. Original music for the film was composed by Adolph Deutsch.



Still FE-35

Mat 110—15c

Faye Emerson co-stars with Zachary Scott in Warners' latest melodrama, "Danger Signal," currently at the Strand.

Exciting Drama Opens Tonight At Strand Theatre

(Opening Day Reader)

The bitter consequences of the tragic triangle which involves two sisters in competition for the same man are comprehensively demonstrated in "Danger Signal," Warner Bros.' exciting picturization of Phyllis Bottome's best-selling novel, which comes to the Strand Theatre tonight. Faye Emerson and Zachary Scott are teamed in the fast-paced tale of love and double-dealing.



Mat 104—15c
Faye Emerson

The small-town scene is accurately, flavorfully conveyed as the life of Hilda Fenchurch (Faye Emerson) is charted and her devotion to her white-collar job and her family traced. Kind and affectionate, Hilda is unprepared for the suave and convincing entrance of Ronnie Marsh (Zachary Scott), who loves her and leaves her—for her sister (Mona Freeman). The determined and relentless execution of Hilda's plans for exacting revenge and rescuing her passion-blinded sister from the arms of the scoundrelly Ronnie, makes for a constantly absorbing film.

Tautly directed by Robert Florey, "Danger Signal" flies the production banner of William Jacobs and was photographed by James Wong Howe. The Phyllis Bottome novel was adapted for the screen by Adele Commandini and Graham Baker. The musical score is by Adolph Deutsch.

'Danger Signal' Makes Debut At Strand Friday

(Advance Reader)

With understanding and sharp insight, Warner Bros.' "Danger Signal," due Friday at the Strand Theatre, explores the complicated regions of a woman's heart and mind, playing deft humor against heartbreak and homicide, for absorbing entertainment. Faye Emerson is co-starred with Zachary Scott in the screen adaptation of Phyllis Bottome's engrossing story of love and retribution.

Keyed to the tempo of small-town living, Hilda Fenchurch, (played by Faye Emerson) divides her life between her conscientious white-collar labors as a public stenographer and her tender ministrations to her mother (Mary Servoss) and vivacious young sister (Mona Freeman). With the entrance of Ronnie Marsh (Zachary Scott) upon the scene, that sane and tempered life is violently disrupted and torn by passions which Hilda can never have suspected would harass and torment her.

Produced by William Jacobs, "Danger Signal" was directed by Robert Florey and photographed by James Wong Howe. Phyllis Bottome's best-selling novel of the same name was made into a screenplay by Adele Commandini and Graham Baker.



Mat 108—15c
John Ridgely

Meet Faye Emerson— Personality Plus Girl

Faye Margaret Emerson was born just that in Elizabeth, Louisiana, on July 8, 1917.

When she was old enough to toddle, her parents trotted her off to Chicago, Ill. From there, and in rapid succession, the Emersons moved to El Paso, Texas, then to Beaumont and on to Houston. Tiring of the Lone Star State, the nomadic family trekked to Torreon, N. M., Carlsbad in the same state, San Diego, Calif., and thence to Hollywood.



Still FE-359

Mat 206—30c

Attractive Warner star Faye Emerson, remembered for her fine performances in "Hotel Berlin" and "The Very Thought Of You," is cast as a woman of dangerous moods in Warner Bros.' new psychological drama, "Danger Signal," which opens tonight at the Strand Theatre. Zachary Scott is co-starred.

Faye attended schools in all these states, winding up her scholastic efforts at Point Loma High School near San Diego, and at San Diego State College.

In high school she centered her activities around sports, mainly baseball and basketball. The brightest moment during these tender years was being selected by the senior class as the most vivacious freshman, which gave her the envied role of school cheer leader. She went on to college and grabbed off another honor, that of song leader.

In high school she met William Emory Shepard, head of the drama institute at Point Loma. This man, whom she credits with giving her her first stage opportunity, took her in hand and personally steered her through her first roles on the stage.

In high school, college, and later at the San Diego Community Theatre and St. James Repertory Theatre in Carmel, Faye played many roles. Her more important parts were Mary in "Here Today," Katherine in Shakespeare's "Taming of the Shrew," Kay in "Russet Mantle," Titania in "A Midsummer Night's Dream," the lead in "Holiday," Sorel in Coward's "Hay Fever," various roles in "Tonight at 8:30," and the Duchess in "The Firebrand."

The actress was spotted in "Here Today" in San Diego by Warner Bros.' talent scout, Solly Baiano, and he and Steve Trilling, assistant to Jack L. Warner, gave Faye her first screen opportunity.

There are no other theatrical people in the Emerson clan. Faye's father, Lawrence Leon Emerson, is a rancher in New Mexico. Her mother, now Mrs. Joan Young, resides in San Diego. Faye's three brothers and two sisters are scattered across the continent.

Faye feels it is significant of something-or-other (she can't decide just what) that her first play was a religious one, "Saint

Cecilia," while her film debut was made in a rootin', tootin' shootin' Western epic, "Bad Man of Missouri."

Her favorite stage role is Katherine in "The Taming of the Shrew." Maxine, the actress, in "Between Two Worlds," a recent Warner Bros. film, is her favorite screen role.

Greta Garbo, Bette Davis and Margaret Sullivan rank high on her personal hit parade. Ronald Colman, Cary Grant and Humphrey Bogart are her favorite actors.

Interested in all the arts, Faye especially likes the ballet and all types of music. Her collection of popular and symphonic albums is reminiscent of a well-stocked record shop.

She paints and sketches extremely well, and is extremely proud of a self-portrait she did a couple of years back and then gave away to someone who admired it.

She dances a little, but can't sing a note, and consistently muffs "chopsticks" on the piano.

She has already visited Canada and Mexico, and prefers the latter country. She sincerely admires and likes the Mexican people, understands them, and speaks their language.

The actress would like to be a writer, too, having done some newspaper work in college. She'd haunt editorial rooms for a job if she didn't have a Warner Bros. contract.

Faye has no pet economies, and lists as her favorite extravagance buying hats, which she never wears.

A non-dieter, Faye controls her weight by eating sensibly. She's not interested in food, particularly, and has no favorite dishes.

Her peaches-and-cream complexion is due to her sticking only to lipstick for daytime makeup and using baby oil on her face and neck at night.

She can cook, but doesn't. She likes to swim, ride horseback and bicycle.

On The Lot

with

'DANGER SIGNAL'

"Danger Signal," Warner Bros.' exciting new drama currently at the Strand, is based on Phyllis Bottome's best-selling novel of the same name which was a piercing study of a woman caught in an almost lethal web of love.

* * *

Although Faye Emerson and Zachary Scott are co-starred for the first time in Warners' "Danger Signal," an absorbing psychological study of a woman in love, this is not their first screen appearance together. They played opposite each other in the recent "The Mask Of Dimitrios."

* * *

"Danger Signal," now at the Strand Theatre, was produced for Warner Bros. by William Jacobs, and directed by Robert Florey who reached a new high with this, his sixtieth screen directorial effort. The film stars Faye Emerson and Zachary Scott and has a supporting cast which includes Dick Erdman, Rosemary De Camp, Bruce Bennett, Mona Freeman and John Ridgely.

* * *

With two exceptions, all of the film was shot on the Warner lot at Burbank. The exceptions: the beach above Santa Monica and a garden surrounding a luxurious North Hollywood residence.

* * *

For Rosemary De Camp, whose role in "Danger Signal" is that of a psychiatrist, the film represents her first chance in a long time to appear as a smartly groomed, prosperous, sophisticated young woman. She enjoyed the role immensely, as a result of having done so many older-women characterizations for so long.

* * *

Bruce Bennett, cast as a science teacher in the film, had little difficulty with his portrayal of an absent-minded professor. He modeled himself after his brother, a professor at a northern university.

* * *

During the filming of "Danger Signal," director Robert Florey, a native of France, was advised that his French publishers, whose activities had been halted by Nazi occupation of France, were bringing out his book, "History of the American Movies." They had received the manuscript one week before the Nazis took over.

* * *

A tobogganing accident shortly after production of Warners' "Danger Signal" had been launched, resulted in a broken back for Ann Blyth who had been scheduled to play the role of star Faye Emerson's younger sister. She was replaced by Mona Freeman.

* * *

Joyce Compton, who plays the role of assistant to Faye Emerson in "Danger Signal," now at the Strand, exhibited an excellent (and actual) business sense during the film's production. As a hobby, she paints china. She sold a set of her hand-painted china to the studio for use in a dinner scene.

* * *

The appearance of Mona Freeman, who plays the role of Faye Emerson's young sister in "Danger Signal," on the Warner Bros. lot, attracted several of the young, unattached male players at the studio, who beat a path daily to the stage on which she was at work. One of her most ardent "fans" was Bob Arthur who made his initial screen appearance in the recent "Roughly Speaking."

* * *

During the picture's filming, Faye Emerson showed up on the set one Monday morning with a black eye. A volley ball had hit her while she was playing at the Beach Club the preceding afternoon. Her co-star, Zachary Scott, was also on the production's sick list when, for a scene in the film, he turned on a porcelain shower faucet only to have it splinter in his hands. Both hands were badly cut.

Zachary Scott Is Texas-Born And B'way Bred

Texas-born and Texas-educated, Zachary Scott belongs to the ever-growing group of Hollywood film stars who got their dramatic training on the New York stage.

Stage Discovery

He was signed to a Warner Bros. contract after Jack L. Warner, executive producer, saw him in Edward Chodorov's "Those Endearing Young Charms," and is currently co-starring with Faye Emerson in "Danger Signal" at the Strand.

His first picture was "The Mask Of Dimitrios," which was followed by an appearance in "Mildred Pierce."

Scott was born in Austin, Texas, the son of Dr. and Mrs. Z. T. Scott. His father is a surgeon. He attended public schools in Austin, and also the University of Texas, from which he obtained a bachelor of arts degree.



Still 645-6

Mat 101-15c

Zachary Scott, who recently scored a tremendous personal success in "Mildred Pierce," plays another type of menace in Warners' "Danger Signal," currently at the Strand. Co-starred in the film is Faye Emerson.

In 1935, after appearing on the English stage, he married a former schoolmate, Elaine Anderson. They are parents of a daughter, Waverly, born in 1937.

Scott, after three years in college, went to England and from Gerrard Neville of the English Repertory Company (London) wangled the juvenile role in "The Outsider." He remained abroad one year.

Upon his return from England he married, went east, met with no luck in the theatre, then returned to Texas, went back to college and got his degree.

With the sheepskin tucked away in the bottom of a trunk he and his wife again went east. This time luck favored him. He got a part in summer stock, thanks to Alfred Lunt and Richard Whorf. The role was that of an elderly butler in a Jane Cowl vehicle, "Easy Virtue." Scott credits Miss Cowl with giving him much-needed encouragement.

Three years of stock followed before he cracked Broadway. He has appeared in the following plays: "Circle of Chalk," with Dolly Haas; the short-lived "The Damask Cheek" with Flora Robson; "The Rock," with Billie Burke, and in the afore-mentioned Edward Chodorov play, opposite Virginia Gilmore.

Zachary Scott, Faye Emerson, Fresh Eggs Tangle In Bitter Warfare On Studio Set

For two days Faye Emerson, star of Warner Bros.' "Danger Signal," currently at the Strand, refused to speak to Zachary Scott, co-star.

That is, except for the repetition of a short sentence muttered with grim purpose.

The rift in normally excellent relations occurred when Mr. Scott brought a dozen large fresh eggs for the star after she'd complained of the current shortage.

Miss Emerson insisted on paying for them, but not having the necessary change, asked him to remind her the next day. Mr. Scott refused to remind anyone of such a small sum. She explained at length that she could remember a large debt, but never a small one, that she probably still owes a score of dimes and quarters borrowed from college friends.

Mr. Scott still refused to remind her.

Miss Emerson vowed to remember this one all by herself. But two days passed before she remembered to bring the change.

"I owe you fifty cents. I owe you fifty cents," she murmured to her leading man when they met.

For two days.

Bruce Bennett Ex-Member Of U. S. Olympic Team

Bruce Bennett is a big fellow, standing 6 feet, 2 inches in his bare feet, who describes himself as "a swell dish and diaper washer and a fair cook."

He is also an experienced and promising young actor, just signed to a long term Warner Bros. contract, and is currently to be seen in that studio's Faye Emerson-Zachary Scott starring film, "Danger Signal," now at the Strand.

Tacoma Born

Bennett was born in Tacoma, Washington, May 19, 1909, and attended both grade and high school in that city. He holds a B.A. degree from the University of Washington where he took part in amateur theatricals and was particularly prominent in athletics. His father was a lumberman in Washington, also a farmer and, at one time, a preacher there. He died just about the time his actor son joined forces with Warner Bros. The young man's mother is living, as are two brothers and two married sisters.

At thirteen Bruce Bennett, who had been slated to become a lumberman like his father, decided for himself that he liked singing and acting better than the sawmill. A season in which he worked with the late impresario Max Reinhardt in the latter's production of "Too Many Husbands," clinched this ambition and turned it into determination. He played, he says, the husband who was "one too many."

Married Man

In his personal life, however, he has been a successful husband for several years and has one daughter named Christina who is responsible for his ability with diapers. He likes to make furniture, collects stamps and first editions, and has traveled widely over most of the world.

Bruce was introduced to motion picture work at the instance of the late Douglas Fairbanks, Sr., and his first role was that of Tarzan in an ill-fated production that was filmed in Guatemala. The picture was successful in England and in some other foreign countries as well as in parts of the United States, he says, but was never shown in the Hollywood vicinity. What Bennett got out of it, besides experience, was a tropical ailment which made him ineligible for any kind of military or naval service. It has also made him ineligible for cocktail parties or Hollywood night life—which he consequently knows little or nothing about.

Still athletic in a fashion, however, he plays tennis, golf and badminton and likes to swim. As Herman Brix, his

real name, he was a member of the American Olympic team which went to the games at Amsterdam, Holland, and he held the shot put championship in the U. S. A. from 1928 to 1932. In college, he won rating as an All-American football player.

All of that, he suggests, was a long time ago and far away from his present ambition to make an important place for himself in motion pictures. He has had some preliminary training as an actor with Columbia studios, where he has appeared as leading man, the love interest, and as the hard-boiled companion to Humphrey Bogart in "Sahara."

His friends, like his wife, who was Jeannette Braddock, he says, are mostly non-professional. In between his athletic days and his acting days, Bennett has been at various times a logger, a sawmill employee, worked with oil well equipment and has sold bonds and insurance. From such a wealth of experience he is sure that he is on the right road at last; that he wants more than anything else to make good as a Warner Bros. actor.

Dick Erdman Reveals His Future Aspirations

Dick Erdman, currently featured in Warners' "Danger Signal" at the Strand, was born John Richard Erdman on June 1, 1925, and wasted no time sticking his youthful thumb into the theatrical pie. At the tender age of five he emoted in amateur productions, but when old demon education reared its scholarly head, he dutifully skipped off to school.



Mat 105-15c

Dick Erdman

When his mother moved to Hollywood, Dick naturally tagged along. He continued his studies at Hollywood High School, took up newspaper distribution, gardening, airplane modeling on the side. But he didn't neglect his stage ambitions. He played any number of roles in high school plays, among them Puck in "A Midsummer Night's Dream," Dick in "Ah, Wilderness!" and Rageneau in "Cyrano de Bergerac"—his favorite.

It was while he was doing Cyrano that he met Albert Band, film cutter at Warner Bros., who was impressed with the boy's ability. Band recommended him for a role in "Janie," which was being prepared at that time by Alex Gottlieb at Warners. Gottlieb interviewed Dick, was equally impressed, and asked Sophie Rosenstein, dramatic coach at the studio, to direct a test. It clicked, and Dick was signed to play Skipper Nolan.

Young Erdman wants to become a great screen comedian. He wants to write, too. His father was an excellent pianist, so Dick is taking lessons. He loves to read. His favorite books—weighty tomes for one so young—include Tolstoy's "War and Peace," Anatole France's "Revolt of the Angels," "Dead Souls," by Nikolai Go-

gol and anything by Noel Coward.

In high school he went in for tennis, golf, and basketball. His tennis is still good, and he shoots only 8 over par on 18 holes of golf. He's a gin rummy addict. He doesn't care much for prize fights. His pet aversions are bad popular music, phonys, and loud people. He has absolutely no superstitions at all, and, unlike most actors, doesn't even tote a good luck charm.

Says He Diets

He says he diets, but when you come right down to it, all he actually does is avoid candy. He puts chicken and mushrooms on his hit parade. His favorite flower is the rose, and he goes for blue in a big way. He'd like to visit Paris and London because of their romantic histories, and because of the British Museum and the Louvre and the art treasures they house.

Though 100% American (he was born in Enid, Oklahoma), his taste in actors is strictly British. He'll go to see anything that has Robert Donat, Vivian Leigh, or Charles Laughton in the cast. He sings, dances, writes, hunts, and fishes. He reads incessantly. He cooks, he collects records and tries to save money.

Co-starred in "Danger Signal" are Faye Emerson and Zachary Scott, with other featured roles portrayed by Rosemary DeCamp, Bruce Bennett, Mona Freeman and John Ridgely.

Zachary Scott Finds Hollywood A Living Death

Zachary Scott is beginning to wonder what it is like to go into a motion picture and come out of it—alive.

Some folks, like Errol Flynn, have gotten off to a fairly good cinematic start by appearing as a corpse.

But Zach seems to be in a niche all by himself—he is the dying kind.

So far he hasn't made a film for Warner Bros. in which he doesn't wind up as dead as the proverbial doorbell before the final reel is unwound.

"One of these days, though," he says optimistically, "I'll come out of the thing alive. It'll be a rare experience for me."

Takes Count Again

Currently he is co-starring with Faye Emerson in "Danger Signal," a new psychological drama which opens Friday at the Strand. If, in this picture, he did not become a philanthropist, playing with the heart of a pretty young girl, he might not feel the impact of another death agony.

But he does a bit of philandering, and in time Death's hand strikes him down.

In "Mildred Pierce," he paid with his life for similarly toying with romance. Ann Blyth didn't like it. She showed her dislike by using a gun.

In "The Mask Of Dimitrios," he was also cast as the heavy, and after he had executed a few unsavory deeds, Sydney Greenstreet shot him to death.

There should be some sort of moral to this story about Zach and his unusual experience in the matter of casting.

Perhaps it is this: if you can do a smooth bit of dying toward the end of a picture, there's a place for you in Hollywood.

Zach has proved it.

Lodgers



Still 645-3

Mat 201-30c

Zachary Scott and Faye Emerson seem to be having a housing problem in one of the lighter moments from Warner Bros.' newest drama, "Danger Signal," which opens Friday at the Strand Theatre. Included in the film's supporting cast are Dick Erdman, Rosemary DeCamp, Bruce Bennett, Mona Freeman and John Ridgely.

Friendly Enemies



Still 645-14

Mat 202—30c

Mary Servoss, Zachary Scott and Faye Emerson artfully shield their true emotions in the above scene from Warner Bros.' exciting new melodrama, "Danger Signal," which arrives on Friday at the Strand. Dick Erdman, Rosemary DeCamp, Bruce Bennett, Mona Freeman and John Ridgely are featured in the film's supporting cast.

Rosemary DeCamp Begins Career As Easter Bunny

From Easter bunny to octogenarian to Hollywood glamor girl may sound like the formula for some Saroyan whimsy—but it has worked out very well for Rosemary DeCamp, Warner Bros. contract actress, currently featured in that studio's Faye Emerson-Zachary Scott starring film, "Danger Signal," now at the Strand.

Yes, Miss DeCamp started out as an actress in the rather unpretentiously histrionic role of a rabbit in an Easter play at grammar school in her home town of Prescott, Arizona.

She was twelve at the time, and within another twelve years, she was playing wrinkled old matrons in pictures including "Yankee Doodle Dandy," "Rhapsody In Blue," and "This Is The Army."



Then she found herself suddenly going glamorous, in roles for "Pride of the Marines," in which she is featured with John Garfield and Eleanor Parker; "Blood on the Sun" and the forthcoming "Weekend at the

Mat 107—15c
Rosemary DeCamp Waldorf."

Between, as well as during, these transitions she has been a busy girl.

At fourteen, she turned down a contract with the Martha Oatman stock company in Los Angeles after a scout saw her perform in a "little" theatre production in Phoenix, on the promise to her parents to complete her education before starting professionally behind the footlights.

She went to Mills College, where she received both a B.A. and Masters degree in dramatics, and at the age of 21 was retained on the campus as professor in that field.

Later, there was a succession of stock company jobs in Carmel and San Francisco, and



Mat 102—15c

Zachary Scott

then a cross-country tour in a revival of "The Drunkard." She arrived in New York and variously understudied for Sam Harris' "Merrily We Roll Along," wrote drama reviews for the Morning Telegraph, appeared in stock, and got into radio doing everything from young boys to old matriarchs.

Her first screen break developed when Martha Scott persuaded the producers of "Cheers for Miss Bishop" to let her play the immigrant kid who recited the Declaration of Independence.

The ages of the characters she played in her next nine pictures reached an aggregate of 762 years.

She has apparently, however, been successful, at long last, in persuading the casting director to let her leave her wrinkles in her makeup box.

Married to John Shidler, California's youngest jurist before his entry into the Air Forces, in which he is now serving as a sergeant, Rosemary DeCamp has one child, Nana, born in 1942.

Her father's business, that of a mining engineer, took her with the family from Prescott to New York City; Piedmont, California; Santiago, Chile; and numerous other places.

Zachary Scott Takes Injury In Stride

There are times during the production of a film when such a thing as a sprained ankle or other injury incurred by a star causes considerable delay or forces a director to shoot around the injured star until he is able to resume work. But when Zachary Scott slipped on the stairs of his home after the first day's shooting of Warner Bros.' "Danger Signal," the exciting new drama now at the Strand, and wrenched his left knee, production was unhampered. As a matter of fact, painful as the injury was, it helped Zachary. The script called for him to limp through the scenes.

Co-starred with Scott in the psychological thriller which was adapted from Phyllis Bottome's novel of the same name is Faye Emerson.

Co-Star Reminds Actress Of Dad

Faye Emerson received an emphatic shock when she first met Zachary Scott, with whom she co-stars in "Danger Signal," now at the Strand.

"I remember," she recalls, "when I first saw him. It was on the Warner lot, right after he had come out from New York."

"I've often wondered just what he thought of me because my first reaction was to stare at him. And stare I did! But I couldn't help it. He looked so much like my Dad used to look when I was a little girl. It was something of a shock, and I could hardly take my eyes off him."

That being the case, Faye's father must have been a handsome young man, for Zachary is a six-footer, with dark brown eyes and the same color hair, and he tips the scales for an even one hundred and seventy pounds.

Faye's father, Lawrence Leon Emerson, is now a rancher in New Mexico, not far from Zachary's native Texas.



Still 645-69

Mat 112—15c

Faye Emerson, attractive Warner star, plays an unusual dramatic role in Warner Bros.' gripping new film, "Danger Signal," currently playing at the Strand Theatre. Zachary Scott is co-starred.

Late Call Gives Actress Hit Role

In Hollywood from time to time there is new evidence that one's bad luck is another's good fortune.

Right now there's a perfect example of this reflected in the cast of the new Faye Emerson-Zachary Scott starring film, Warners' "Danger Signal," now at the Strand.

Petite Ann Blyth had been scheduled to do the role of Faye's sister. But shortly after production was launched, Ann injured her back in a tobogganing accident.

Ann's bad luck was Mona Freeman's good fortune. The youthful player was quickly borrowed from another studio to step into the role which Ann had to forego.

Currently at Warners, another newcomer is playing opposite Dennis Morgan in the soon-to-be-released "The Time, The Place and The Girl." She is Martha Vickers, and she got her break in this Technicolor musical because virus pneumonia prevented Jane Wyman from doing the role.

There are many other such examples, too numerous to detail, all of which prove that it definitely is an ill wind that blows nobody good.

Sister Act



Still 645-39

Mat 205—30c

It's sister against sister in Warners' gripping drama, "Danger Signal," as Faye Emerson and Mona Freeman fight it out for the love of Zachary Scott. The film, currently at the Strand, features Dick Erdman, Rosemary DeCamp, Bruce Bennett, Mona Freeman and John Ridgely in supporting roles.

Zachary Scott Regular Dr. Jekyll—Mr. Hyde

Zachary Scott, judging from his current film roles and his real life, is Hollywood's newest and strongest Dr. Jekyll and Mr. Hyde.

His is a double life—the kind spelled with a capital D and a capital L. When he leaves home for work he puts on a mask. And he wears it well.

Possibly nowhere in the film city can an actor be found who, at home, is actually more unlike the roles he plays on the screen.

But Scott doesn't mind. At least, he's not minding now, although someday he may rise up to demand a sympathetic or comic role.

Currently the actor is co-starring with Faye Emerson in Warner Bros.' exciting film adaptation of the Phyllis Bottome best-seller, "Danger Signal," at the Strand.

In that story he is, in the parlance of the times, a heel, a dastardly fellow to whom murder is apparently all right if the desired end is reached.

In the recent "The Mask Of Dimitrios," he also was cast as something a few shades darker

than a mere cad; and in the current Joan Crawford vehicle, "Mildred Pierce," he was similarly cast.

Zachary Scott, once out of the camera's range, is the antithesis of all that he is when in front of the camera. There is nothing sinister nor unsavory about his character. On the contrary, he is one of filmland's most personable young men.

The son of a surgeon, Dr. Zachary Scott, Sr., of Austin, Texas, he came to Hollywood from that Texas city via London and New York where he picked up considerably more than a modicum of success. He picked it up where the picking is good—on the stage.

Three weeks after leaving school, he worked his way to England aboard a freighter and within a few days had wangled from Gerrard Neville the leading juvenile role in the English Repertory Company's "The Outsider." He remained in England a year, doing roles in twenty plays.

He returned chiefly to marry a girl to whom he proposed by mail. She was Elaine Anderson, a former schoolmate. They were married in 1935 and two years later became the parents of a daughter, Waverly.

It is to these two—Elaine and Waverly—that Zach rushes after a day's work at the studio. With them, he enjoys to the full the pleasures of home and fire-side. It is with them that he is a character distinctly opposite those sinister fellows he portrays on the screen.

"I'm just an ordinary, home-and-family-loving guy," is the way Zach describes his real self. And the description, he hopes, will enable him one day to be cast in a role in which he can be just a regular fellow.

Actress Upped From Nurse To Doctor

Rosemary De Camp, who played the important nurse's role in the John Garfield-Eleanor Parker starring film, "Pride Of The Marines," was given a professional boost at Warner Bros., when she was promoted to a screen doctor for "Danger Signal," the psychological drama starring Faye Emerson and Zachary Scott, which opens Friday at the Strand.



Still 645-6

Mat 113—15c

Zachary Scott remains the exemplary screen villain in Warner Bros.' latest psychological melodrama, "Danger Signal," arriving Friday at the Strand. Co-starred with him in the film is lovely Faye Emerson.

Exploitation!

Tease Their Interest With These Title-Selling Teasers

Designed to stimulate advance interest in your "Danger Signal" playdate, these three teaser ads are ideally suited for getting your campaign under way. Plant them individually in advance of your opening or else use them simultaneously with any of the contests or stunts outlined in this pressbook. They'll work for you in any or all of these ways:

1. NEWSPAPER ADS

Plant these teasers individually, for three days in advance of your opening day ad. Or insert all three in one issue, run-of-paper, with a line directing reader's attention to regular display ad on movie page.

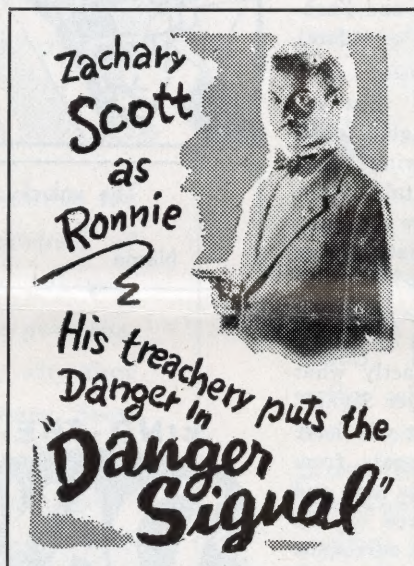
2. LOBBY DISPLAY

Blow up these teasers for display as tack cards in your lobby.

3. TACK-ON AND COUNTER CARDS

Reprint these teasers on heavy cardboard for distribution and planting on fences, telegraph poles and sign posts around town. They can also be used as window and counter cards.

ORDER: "Danger Signal" Teaser Ad Mat 301-B, 45c. from Warner Bros., Campaign Plan Editor, 321 West 44th Street, New York 18, N. Y.



Shorthand Give-A-Way For Lobby and Mail

Here's a stunt that you can put to work quickly and effectively. In "Danger Signal," Faye Emerson plays the role of a skilled public stenographer who becomes entwined in a web of crime. Pegging this stunt on a stenographer's prime skill, her shorthand and typing, print up a large quantity of post-card give-aways containing a specially prepared message to read as follows:

Dear Mr. Jones:

Have your secretary read this message to you!
Then run this specially prepared message in shorthand:

*Don't miss "Danger Signal," which
opens Friday at the Strand.*

When used as a mailing piece, direct it toward your town's business office district. If used as a lobby give-away, change the copy to read as follows:

Dear Movie-Goer:

*Have someone who knows shorthand
read this interesting message to you!*

(Repeat Message In Shorthand.)

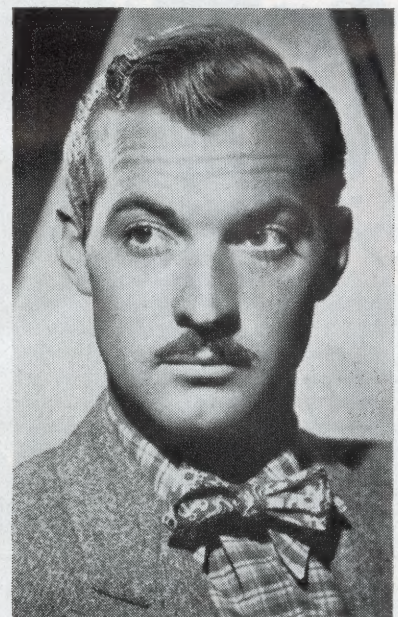
Warning Poster Makes Effective Street Bally→

Using the still and copy suggested in the poster illustrated at the right, print up a number of warning posters for easy planting on telegraph poles, billboards, sign posts and fences around town.

ORDER: Zachary Scott "Wanted" Still, No. ZS21, 10c. from Warner Bros.' Still Editor, 321 West 44th St., New York 18, N. Y.

WANTED!

For Questioning In The Death of
Mrs. Thomas Turner



Robert Mason, alias ZACHARY SCOTT
DESCRIPTION: Age, about 30 — Height, 6 feet — Weight 175 lbs. Last seen in "The Mask For Dimitrios" and "Mildred Pierce."

**If You See This Man It Is A "DANGER SIGNAL"!
Notify Manager of Strand Theatre At Once!**

FIND-THE-HIDDEN "DANGER SIGNAL" CONTEST



The unlucky symbol hidden in this picture
is.....
Name..... Address.....

(1st DAY)

FIND-THE-HIDDEN "DANGER SIGNAL" CONTEST



The unlucky symbol hidden in this picture
is.....
Name..... Address.....

(2nd DAY)

**ORDER: "Danger Signal" Contest Mat
No. 501-B, 75c, from Warner Bros.
Campaign Plan Editor, 321 W. 44th
Street, New York 18, N. Y.**

Novel Newspaper Puzzle Contest Sparks Attention

Plant this exciting puzzle contest in your local newspaper in advance of your playdate, offering a limited number of guest seats to winners. Be sure to run, with each day's picture, the list of unlucky symbols (see lead story below) from which the contestant must choose his answers. Your lead story follows:

Can You Spot A Danger Signal? If So, Read On!

Are you one of those lucky people who can scent danger a long way off and get out of the way of trouble? Congratulations, if you are! Because this contest should be swell fun for you and simple to figure out, too! And, as an added incentive, there are guest seats to the winners for the local premiere of Warners' exciting new dramatic hit, "Danger Signal," which stars Faye Emerson and Zachary Scott and opens on (date) at the Strand Theatre.

But—what's that? You say you're not lucky enough to smell trouble when it's brewing? Well, don't fret! You can take solace in the fact that you're not alone—far from it! Psychiatrists say that civilization has rendered most of us incapable of recognizing danger when it comes our way. And that's exactly what Warner Bros.' "Danger Signal" is about—and why it will have you gripping your seats from start to finish until its hero and heroine become aware of the hidden peril that surrounds them.

So just as a starter, to make sure you miss none of the thrills and dangers that are rampant in "Danger Signal," this newspaper today begins an exciting four-day contest which is fun to do and which will win you a pair of guest seats to the Strand. Here's all you do:

Look carefully at each day's drawing and try to find the bad luck symbol hidden therein. Choose your answer from the list below and fill in on the line indicated, together with your name and address. Do this for all four pictures, then mail them, together with a 25-word-or-less letter stating why you think Faye Emerson and Zachary Scott deserve star billing in "Danger Signal," to the Contest Editor of this newspaper.

Good hunting and good luck!

You should be able to find one of these unlucky symbols:

Spilled salt	Broken mirror
Hat on a bed	Three on a match
Black cat	Open umbrella
Ladder	No. 13

ANSWERS

1st Day—Broken Mirror
2nd Day—No. 13
3rd Day—Black cat
4th Day—Ladder

FIND-THE-HIDDEN "DANGER SIGNAL" CONTEST



The unlucky symbol hidden in this picture
is.....
Name..... Address.....

(3rd DAY)

FIND-THE-HIDDEN "DANGER SIGNAL" CONTEST



The unlucky symbol hidden in this picture
is.....
Name..... Address.....

(4th DAY)

3-Col. Fashion Feature Stars Faye Emerson

The attractive three-column fashion feature illustrated, right, which stars Faye Emerson and credits "Danger Signal," is designed for planting in women's fashion pages or weekend supplements and is available, complete with copy as shown, in mat form.

ORDER: "Danger Signal" Fashion Mat, 302-B, 45c., from Warner Bros.' Campaign Plan Editor, 321 West 44th St., New York 18, N. Y.

Faye's A Typist In Film: Try These 'Type' Stunts

In her first starring role as Hilda Fenchurch in "Danger Signal," Faye Emerson portrays an earnest and hardworking young public stenographer whose life is literally tied to a typewriter until the day she falls in love. Here are two special "typewriter" stunts which can be tied in with your playdate by use of blow-ups of special office scene stills from the picture.

TYPE PORTRAIT CONTEST

Sponsor a one-day newspaper contest for the best typewriter-executed portrait of Faye Emerson or Zachary Scott. Ask contestants to submit, along with the portraits, a 25-word or less letter stating why they think Faye Emerson and Zachary Scott have earned their star billing in "Danger Signal." Award guest tickets to your playdate to a limited number of winners and arrange for the winning portraits to be published in your newspaper and also blown up for exhibit in your lobby, together with the accompanying letters.

GIRLS TYPE MESSAGES

Arrange for a number of pretty girls to be seated at typewriters in a local store window, all typing short messages on telegraph blanks which can be distributed to onlookers by another pretty girl. A large sign can explain:

"WARNING! Be ready for the 'DANGER SIGNAL'! Read this message at your own risk!"

In the event the girls do not know how to type, the typewritten messages can be prepared in advance and the public typing can be faked. The prepared message should read:

"Watch out for Warner Bros.' 'DANGER SIGNAL,' starring Faye Emerson and Zachary Scott, at the Strand Theatre Friday."

LATEST DESIGNS IN FUR STRESS LUXURIOUS SIMPLICITY



FAYE EMERSON, who is starred in Warners' current psychological drama, "Danger Signal," models two new and attractive fur fashions. (Left) Three-quarter collarless leopard coat with wide shoulders, deep cuffs and rounded lapel closing. (Right) A rippling stole of luxurious wild mink.

TRY THIS FINISH-THE-STORY CONTEST FOR LOCAL NEWSPAPERS AND SCHOOLS

In "DANGER SIGNAL," an important point in story development is reached when Zachary Scott, as Ronnie Marsh, author, sells his first short story entitled "Dark Island." It is a well-known fact that every one considers himself an embryonic story-writer with at least one good story within himself. Combine the two elements and assure yourself a wide and interested audience by sponsoring a newspaper or lobby-promoted contest for the best submitted ending to a short story plot entitled "Danger Signal." Offer guest seats to a limited number of winners with the winning endings published in the local paper or displayed in your lobby. If possible, arrange for a book-store tie-up with promoted book prizes in addition to guest seats for your playdate. If preferred, the contest can be slanted mainly at local schools and colleges with winners chosen from each school and a grand winner by final audience ballot.

Here's a sample story plot based on the film:

Hilda Fenchurch (Faye Emerson) is a young, pretty, hard-working public stenographer who supports her devoted mother and younger sister. When suave and charming Ronnie Marsh (Zachary Scott) comes into her life, she falls deeply in love with him, promises she will marry him. But Ronnie suddenly begins to shower attention on Hilda's young sister, who, flattered, returns his love. Hilda, frantic, determines to act at once to break up the romance. **FINISH THE PLOT FROM HERE ON.**

CO-OPS FOR LOCAL DISPLAY TIE-UPS



FURS
STILL FE 359



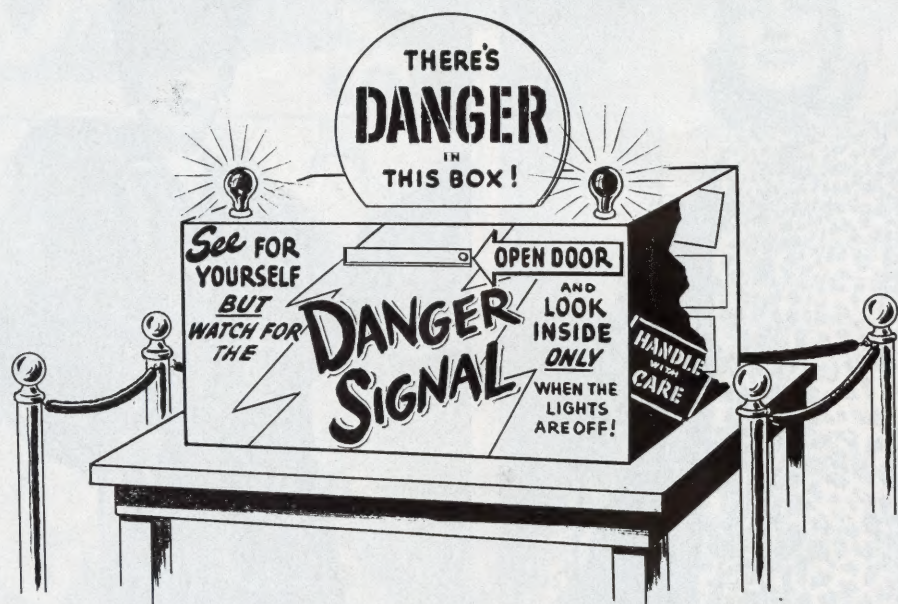
PIPES
STILL ZS 35



OCULIST
STILL 645-12

ORDER: "Danger Signal" Co-op Stills 10c per Still—from Warner Bros.' Still Editor, 321 West 44th Street, New York 18, N. Y.

EXCITING 'DANGER SIGNAL' SHADOW-BOX PLUGS FILM'S MYSTERY AND SUSPENSE



Here's an eye-catching lobby shadow-box, easily constructed from materials on hand, to attract early interest in your playdate. Build the shadow-box from heavy wall or cardboard and paint it bright red. Rig up a set of alternating lights along the top of the box, connected so that the lights go on and off at 30-second intervals. These lights are your "Danger Signals." Rope off the shadow-box to carry out the feeling of danger and to arouse curiosity. Use stills from your branch set inside the box and the teaser copy suggested in the illustration above.

Danger Stanchions Point To Your Theatre

Illustrated, right, is a title-selling street stanchion which can also be adapted to direction arrows, road and overhead signs. Spot them around your town, each one with appropriate copy. (Example: Slow—Watch For The "Danger Signal!" Careful—A "Danger Signal" Is Right Ahead! etc.)



Real 'Danger Signals' For Novel Lobby Display

Just another way to make them anxious to see "Danger Signal." Based on the film's story, set up an attractive lobby display of the following items. 1. A wedding ring 2. Suicide note 3. Revolver 4. Lipstick smear. Use the following suggested copy:

Each One Of These Exhibits Is Another *Danger Signal*
See Faye Emerson and Zachary Scott in Warners'
Danger Signal, coming Friday

They Did It This Way At The Victoria in N. Y.



This attractive advance lobby frame was used in New York City's Victoria Theatre and created much comment and advance interest in the film. All artwork as illustrated is available on the last page of the ad section of this press-book.



30-SEC. ANNOUNCEMENT

SOUND: (MONOTONOUS TICK OF CLOCK) (AS)

ANNOUNCER: Watch out! There's danger ahead . . . ! In one more moment . . .

SOUND: (LOUD PISTOL SHOT) (AS)

MUSIC: (MUSIC) (SHARP CHORD) (OUT)

ANNOUNCER: It's more explosive than dynamite! It's "DANGER SIGNAL" . . . That blazing best seller by Phyllis Bottome is a Warner Bros. film hit now . . . With the screen's most talked-about new stars—Faye Emerson and Zachary Scott . . . It's a thrilling drama of unmatched conflict and unparalleled suspense . . . of love . . . and DANGER! Don't miss "DANGER SIGNAL" . . . at the Strand Theatre . . . NOW!

30-SEC. ANNOUNCEMENT

SOUND: (THREE LONG BLASTS AS OF RAILROAD WHISTLE) (AS)

ANNOUNCER: Danger!! Stop!...Look!... LISTEN!

2nd ANNOUNCER: It's "DANGER SIGNAL"... Warner Bros.' exciting new drama of love and adventure...starring the screen's most talked-about new stars, Faye Emerson and Zachary Scott...in a thrilling story of unmatched conflict and unparalleled suspense...

SOUND: (THREE LONG BLASTS AS OF RAILROAD WHISTLE) (AS)

ANNOUNCER: Caution!

2nd ANNOUNCER: Don't miss Warner Bros.' "DANGER SIGNAL"...at the Strand Theatre...now!

15-SEC. ANNOUNCEMENT

SOUND: (MORSE CODE WIRELESS DISTRESS SIGNAL) (REPEAT) (FADES AS)

ANNOUNCER: S.O.S.! There's DANGER ahead! Be on the alert for... "DANGER SIGNAL" . . . Warner Bros.' thrilling new screen drama of a man and woman in love...and in DANGER!...Starring Faye Emerson and Zachary Scott...Don't miss... "DANGER SIGNAL"...at the Strand Theatre . . . NOW!

10" x 10" COLORED

HERALD

\$ 2⁵⁰ per M in lots more than 5M

\$ 2⁷⁵ per M in lots less than 5M

Entire Reverse Side Free
For Co-op Imprint



40" x 60"
PHOTOCHROME DISPLAY



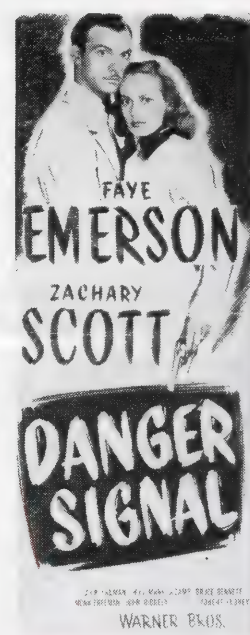
Rental: 75c



ONE OF THE 11x14's
SET OF 8 COLORED
Rental: 35c per set



SLIDE . . Price 15c



INSERT CARD
Rental: 12c



2 COLORED 22 x 28's
Rental: 20c each

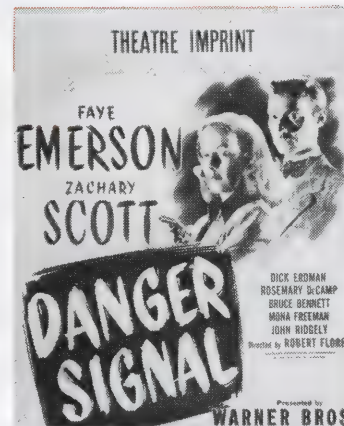


2 PICTORIAL
WINDOW CARDS



MIDGET

Price: 4c each



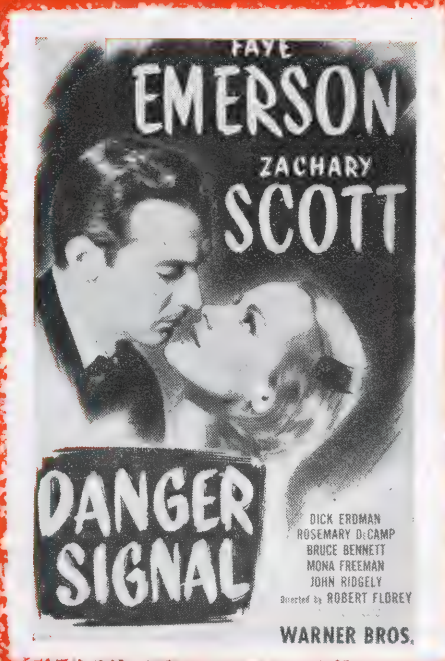
REGULAR

Prices: 1 to 49 — 7c each;
50 to 99 — 6c each;
100 and over 5½c each.

POSTERS



24-SHEET



1-SHEET
Rental: 8c



3-SHEET
Rental: 24c

RENTAL PLAN				
RENTAL ITEMS	BILLING PRICE (each)	CREDITS TO EXHIBITORS		
		When Returned in 5 Days	Good Condition	Badly Damaged
ONE-Sheet	.15	.07	None	.08
THREE-Sheet	.45	.21	None	.24
SIX-Sheet	.90	.42	None	.48
8 x 10 Stills	.15	.09	.05	.06
11 x 14 Lobby Displays (Per Set of 8)	1.25	.90	.50	.35
22 x 28 Lobby Displays	.60	.40	.20	.20
14 x 36 Insert Cards	.40	.28	.15	.12
40 x 60 Photochrome (Colored)	1.25	.50	None	.75

SPECIAL QUANTITY PRICES (FOR POSTING OR SHIPPING)

POSTERS

24-SHEETS

1 to 4	\$2.40 each
5 to 9	\$2.25 each
10 to 24	\$2.00 each
25 & over	\$1.75 each

SIX-SHEETS

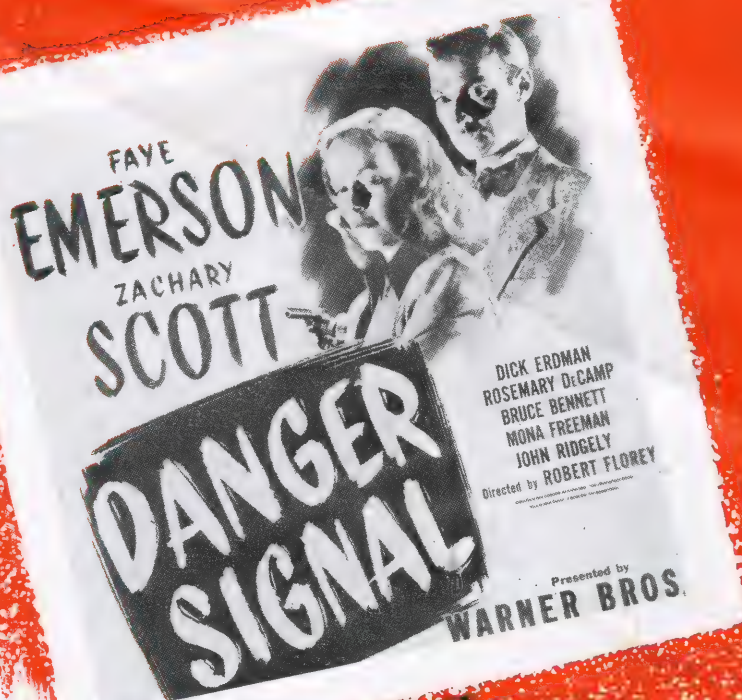
25 to 49	80c each
50 to 99	70c each
100 & over	60c each

THREE-SHEETS

50 to 99	32c each
100 & over	28c each

ONE-SHEETS

50 to 99	11c each
100 & over	9c each



6-SHEET
Rental: 18c

WARNER BROS. PICTURES DISTRIBUTING CORPORATION

Distributors of
FIRST NATIONAL PICTURES - WARNER BROS. PICTURES - VITAPHONE SHORT SUBJECTS

"DANGER SIGNAL"

ADVERTISING ORDER BLANK

THEATRE	DATE		
ADDRESS	SHIP VIA		
ITEM	QUAN.	UNIT PRICE	AMOUNT
1-SHEET			
3-SHEET			
6-SHEET			
8 x 10 STILLS			
11 x 14 LOBBY DISPLAYS			
22 x 28 LOBBY DISPLAYS			
14 x 36 INSERT CARDS			
40 x 60 PHOTOCHROME			
24-SHEET			
WINDOW CARDS (Reg.)			
MIDGET WINDOW CARDS			
SLIDES			
HERALDS			
PRESS SHEETS			
MATS			
TOTAL			
PLAY DATE	SIGNATURE		

**She's All
Woman
When
She Loves...**

*All
Danger
when
she
hates!*

**FAYE
EMERSON**
THAT glamorous star
in her most amorous role!

**ZACHARY
SCOTT**
THAT 'Mildred Pierce' man in trouble again!

**"DANGER
SIGNAL"**

with DICK ERDMAN • ROSEMARY DeCAMP
BRUCE BENNETT • MONA FREEMAN • JOHN RIDGELY
Directed by ROBERT FLOREY

The kind of gal Women don't trust... and men Shouldn't!

**THAT
Sensational best-seller
is a WARNER hit now!!!**

Screen Play by Adele Commandini and Graham Baker • From a Novel by Phyllis Bottome • Music by Adolph Deutsch

Mat 401—4 columns x 11 inches (616 lines)—60c

✓

GET AWAY, BOY-
YOU BOTHER
ME!

She's a
bombshell of
a babe... the
most dangerous
dame in
years!

FAYE EMERSON
That glamorous gal in her most amorous role!
ZACHARY SCOTT
That man in "Mildred Pierce"!

"Danger Signal"

THAT BLAZING BEST-SELLER IS A
WARNER HIT NOW!

with DICK ERDMAN • ROSEMARY DeCAMP • BRUCE BENNETT • MONA FREEMAN • JOHN RIDGELY • Directed by ROBERT FLOREY
Screen Play by Adele Commandini and Graham Baker • From a Novel by Phyllis Bottome • Music by Adolph Deutsch

TODAY 8:30 A.M. VICTORIA
BROADWAY AT 46TH

Mat 301—3 columns x 9 inches (375 lines)—45c

The most
dangerous
dame
in years!

Faye Emerson
Zachary Scott
**"DANGER
SIGNAL"**
WARNER
HIT!

DICK ERDMAN • ROSEMARY DeCAMP • BRUCE BENNETT
MONA FREEMAN • JOHN RIDGELY • Directed by ROBERT FLOREY
Screen Play by Adele Commandini and Graham Baker
From a Novel by Phyllis Bottome • Music by Adolph Deutsch

Mat 214—2 columns x 3 inches (78 lines)—30c

DANGER
FAYE EMERSON
ZACHARY SCOTT
SIGNAL
Warner Hit! **VICTORIA**

DICK ERDMAN • ROSEMARY DeCAMP
BRUCE BENNETT • MONA FREEMAN
JOHN RIDGELY • Directed by ROBERT FLOREY
Screen Play by Adele Commandini and Graham Baker
From a Novel by Phyllis Bottome
Music by Adolph Deutsch

Mat 106
1 column x 2 inches
(28 lines)
15c

**WOMEN DON'T
TRUST
HER**

**and
MEN
Shouldn't!!**

She's a
bombshell of a babe...
the most dangerous dame
in years!

**FAYE
EMERSON**
THAT glamorous star in
her most amorous role!

ZACHARY SCOTT
THAT "MILDRED PIERCE"
man in trouble
again!

**"DANGER
SIGNAL"**

That blazing
best seller is a
WARNER
HIT NOW!

DICK ERDMAN • ROSEMARY DeCAMP
BRUCE BENNETT • MONA FREEMAN
JOHN RIDGELY
Directed by ROBERT FLOREY

Screen Play by Adele Commandini and Graham Baker • From a Novel by Phyllis Bottome
Music by Adolph Deutsch

Mat 215—2 columns x 10¾ inches (296 lines)—30c

"DANGER SIGNAL"
STARRING
**FAYE EMERSON
ZACHARY SCOTT**
Warner Hit!

BROADWAY AT 46 ST **VICTORIA**

DICK ERDMAN • ROSEMARY DeCAMP • BRUCE BENNETT
MONA FREEMAN • JOHN RIDGELY • Directed by ROBERT FLOREY
Screen Play by Adele Commandini and Graham Baker
From a Novel by Phyllis Bottome • Music by Adolph Deutsch

Mat 209—2 columns x 1½ inches (40 lines)—30c

**Get
away,
Boy,
you bother
me!**

She's a
one man
woman... but
he's got to be a
lot of man!

**FAYE
EMERSON**
Glamorous,
and at her amorous
best!

That
man in
"MILDRED
PIERCE"

**ZACHARY
SCOTT**

**DANGER
SIGNAL**

THAT
sensational
best-seller
is **WARNERS'**
latest hit!!!

DICK ERDMAN • ROSEMARY DeCAMP
BRUCE BENNETT • MONA FREEMAN
JOHN RIDGELY • Directed by ROBERT FLOREY

Screen Play by Adele Commandini and Graham Baker
From a Novel by Phyllis Bottome • Music by Adolph Deutsch

Mat 109
1 column x 12 inches
(169 lines)
15c

She's
the
Danger
Dame
the men
can't
tame!

She loves hard...
She hates hard...
She lives hard...
She's the kind of Gal
men don't trust and
women shouldn't!



FAYE EMERSON
That glamorous gal in an amorous role!

ZACHARY SCOTT
That 'Mildred Pierce' man is in trouble again!

WARNERS'
"DANGER SIGNAL"

—DICK ERDMAN • ROSEMARY DeCAMP
BRUCE BENNETT • MONA FREEMAN • JOHN RIDGELY
Directed by ROBERT FLOREY

Screen Play by Adele Commandini and Graham Baker • From a Novel by Phyllis Bottome • Music by Adolph Deutsch

Mat 303—3 columns x 8 inches (336 lines)—45c

WOMEN DON'T TRUST HER
---and men shouldn't!

FAYE EMERSON
ZACHARY SCOTT in
**"DANGER
SIGNAL"**
WARNER HIT!

DICK ERDMAN • ROSEMARY DeCAMP • BRUCE BENNETT
MONA FREEMAN • JOHN RIDGELY • Directed by ROBERT FLOREY
Screen Play by Adele Commandini and Graham Baker.
From a Novel by Phyllis Bottome • Music by Adolph Deutsch.

Mat 213—2 columns x 2¾ inches (76 lines)—30c

She's All Woman When She Loves... All Danger when she hates!

The kind of gal Women don't trust... and men Shouldn't!

FAYE EMERSON
THAT glamorous star in her most amorous role!

ZACHARY SCOTT
THAT 'Mildred Pierce' man in trouble again!

"DANGER SIGNAL"

with DICK ERDMAN • ROSEMARY DeCAMP
BRUCE BENNETT • MONA FREEMAN • JOHN RIDGELY
Directed by ROBERT FLOREY

THAT Sensational best-seller is a **WARNER** hit now!!!

Screen Play by Adele Commandini and Graham Baker • From a Novel by Phyllis Bottome • Music by Adolph Deutsch

Mat 302—3 columns x 8¼ inches (345 lines)—45c

Dangerous Dame

That look in her eyes means trouble.
That smile on her lips means fun!

"DANGER SIGNAL"

WARNER HIT!

STARRING
FAYE EMERSON
ZACHARY SCOTT

VICTORIA
BROADWAY AT 46TH

DICK ERDMAN • ROSEMARY DeCAMP • BRUCE BENNETT
MONA FREEMAN • JOHN RIDGELY • Directed by ROBERT FLOREY

Screen Play by Adele Commandini and Graham Baker
From a Novel by Phyllis Bottome • Music by Adolph Deutsch

Mat 207—2 columns x 4 inches (110 lines)—30c

WATCH OUT, BROTHER.
PROCEED AT YOUR OWN RISK!

SHE'S A
ONE MAN
WOMAN...
BUT HE'S
GOT TO
BE A LOT
OF MAN!

FAYE EMERSON
That glamorous gal in her most amorous role!
ZACHARY SCOTT
The man in "Mildred Pierce"!

"Danger Signal"

That
blazing
best-seller
is a
WARNER hit
now!

DICK ERDMAN • ROSEMARY DeCAMP
BRUCE BENNETT • MONA FREEMAN
JOHN RIDGELY
Directed by ROBERT FLOREY

Screen Play by Adele Commandini and Graham Baker
From a Novel by Phyllis Bottome • Music by Adolph Deutsch

TOMORROW 8:30 A.M. VICTORIA
BROADWAY AT 46TH

Mat 210—2 columns x 7¼ inches (204 lines)—30c

She's All Woman
when
she
loves

*All
Danger
when
she
hates!*

FAYE EMERSON
THAT glamorous star—
ZACHARY SCOTT
THAT "MILDRED PIERCE" man

"DANGER SIGNAL"
That blazing best-seller
is a
WARNER
hit now!

DICK ERDMAN • ROSEMARY DeCAMP
BRUCE BENNETT • MONA FREEMAN
JOHN RIDGELY Directed by ROBERT FLOREY

Screen Play by Adele Commandini and Graham Baker
From a Novel by Phyllis Bottome • Music by Adolph Deutsch

Mat 115
1 column x 8¾ inches
(123 lines)
15c

*X don't
shoot
this page*

MEET THAT DANGER DAME
in "**Danger Signal**"

STARRING
FAYE EMERSON
ZACHARY SCOTT

WARNER HIT! **VICTORIA**
BROADWAY AT 46 ST.

DICK ERDMAN • ROSEMARY DeCAMP • BRUCE BENNETT
MONA FREEMAN • JOHN RIDGELY • Directed by ROBERT FLOREY

Screen Play by Adele Commandini and Graham Baker
From a Novel by Phyllis Bottome • Music by Adolph Deutsch

Mat 208—2 columns x 2½ inches (78 lines)—30c

High Explosive!
FAYE EMERSON
ZACHARY SCOTT in
"DANGER SIGNAL"
WARNER HIT!

DICK ERDMAN • ROSEMARY DeCAMP
BRUCE BENNETT • MONA FREEMAN
JOHN RIDGELY • Directed by ROBERT FLOREY

Screen Play by Adele Commandini and Graham Baker
From a Novel by Phyllis Bottome • Music by Adolph Deutsch

Mat 116
1 column x 2½ inches
(78 lines)
15c

High Explosive!
HANDS OFF!

She loves hard...
She hates hard... she lives hard!
She's the danger dame the boys couldn't tame!

FAYE EMERSON • ZACHARY SCOTT
THAT GLAMOROUS SENSATION! THE MAN IN "MILDRED PIERCE"

"Danger Signal"

DICK ERDMAN • ROSEMARY DeCAMP • BRUCE BENNETT
MONA FREEMAN • JOHN RIDGELY • Directed by ROBERT FLOREY
Screen Play by Adele Commandini and Graham Baker
From a Novel by Phyllis Bottome • Music by Adolph Deutsch

Warner Hit! TOMORROW **VICTORIA**
8:30 A.M. BROADWAY AT 46TH

Mat 211—2 columns x 6 inches (168 lines)—30c

Women don't trust her—
and men shouldn't!

FAYE EMERSON
ZACHARY SCOTT
in

"DANGER SIGNAL"
WARNER HIT!

DICK ERDMAN • ROSEMARY DeCAMP
BRUCE BENNETT • MONA FREEMAN
JOHN RIDGELY • Directed by ROBERT FLOREY
Screen Play by Adele Commandini and Graham Baker
From a Novel by Phyllis Bottome
Music by Adolph Deutsch

Mat 117
1 column x 4¼ inches
(59 lines)
15c

WATCH OUT, BROTHER, PROCEED AT YOUR OWN RISK!

She's a one woman woman but he's got to be a lot of man!

FAYE EMERSON
ZACHARY SCOTT
in WARNERS'
"DANGER SIGNAL"

DICK ERDMAN • ROSEMARY DeCAMP
BRUCE BENNETT • MONA FREEMAN
JOHN RIDGELY • Directed by ROBERT FLOREY
Screen Play by Adele Commandini and Graham Baker
From a Novel by Phyllis Bottome
Music by Adolph Deutsch

← Mat 114
1 col. x 7½ inches
(104 lines)
15c

She's the Danger Dame the men can't tame!

She loves hard...
She hates hard...
She lives hard...
She's the kind of Gal men don't trust and women shouldn't!

FAYE EMERSON
That glamorous gal in an amorous role
ZACHARY SCOTT
That "Mildred Pierce" man is in trouble again!

WARNERS' **"DANGER SIGNAL"**

DICK ERDMAN • ROSEMARY DeCAMP
BRUCE BENNETT • MONA FREEMAN • JOHN RIDGELY
Directed by ROBERT FLOREY

Screen Play by Adele Commandini and Graham Baker • From a Novel by Phyllis Bottome • Music by Adolph Deutsch

Mat 212—2 columns x 5¼ inches (146 lines)—30c

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STILL 645 - ART "B"



STILL 645 - ART "C"



STILL 645 - ART "D"



STILL 645 - ART "E"

Latest Vitaphone Hits

"GOOD OLD CORN"—really lays 'em in the aisles! All the old Mack Sennett actors and gags have been assembled in two howl-packed reels that prove real top-notch comedy never grows old. Billy Bevan, Larry Semon, Marie Prevost and the rest still knock 'em cold, just as they used to do. 2104—Featurette—20 mins.

"NASTY QUACKS"—features Daffy Duck in another gag-antic offering. This time he finds himself about to be ousted from a comfortable home—and the things he does to keep in favor are literally a scream! In Technicolor, too. 1712—Merrie Melodies (Cartoon in Technicolor)—7 mins.

"SPORTS GO TO WAR"—piles thrill on top of thrill as Canada's gallant men show just how they achieve such perfect physical fitness. LaCrosse, basketball, soccer, boxing and racing are but few of the sports highlighted. A perfect reel to liven up your program! 2501—Sports Parade (in Technicolor)—10 mins.

"SO YOU THINK YOU'RE ALLERGIC"—finds comical George O'Hanlon as bewildered Joe MacDoakes in another film in the side-splitting tradition of the other "So You Think" releases. They went over big—and this one promises to top all earlier efforts. A "must!" 2404—Vitaphone Varieties—10 mins.

"MUSIC OF THE AMERICAS"—features popular Carlos Molina and his orchestra in as sizzling a reel as ever you've seen! Filled with pulsating Latin rhythms and plenty of production numbers, this is one film they'll all love! 2604—Melody Masters Bands—10 mins.

"FASHIONS FOR TOMORROW"—is the most auspicious opener of our new "Technicolor Adventure" series. Lovely Jean Parker and a group of Conover models show themselves off in some of the most eye-catching clothes the screen has ever shown. It's really terrific! 2801—Technicolor Adventure Specials—10 mins.

Official Billing

WARNER BROS. 50%

Pictures, Inc. Presents 5%

FAYE EMERSON – ZACHARY SCOTT 100%

in

"DANGER SIGNAL" 100%

with

DICK ROSEMARY BRUCE MONA JOHN
ERDMAN DeCAMP BENNETT FREEMAN RIDGELY 20%

Directed by Robert Florey 25%

Screen Play by Adele Commandini and Graham Baker 3%

From a Novel by Phyllis Bottome 2%

Music by Adolph Deutsch 3%

A Warner Bros.-First National Picture 5%

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